

(Translation)



Dear Sirs and Madams,

Name of Company: Shiseido Company, Limited

Name of Representative: Masahiko Uotani President & CEO

(Representative Director)

(representative Birector)

(Code No. 4911; The First Section of the Tokyo Stock Exchange)

Contact: Norihiko Ueoka

General Manager of Public

Relations Department (Tel: +81 3 3572 5111)

## Shiseido Establishes Joint Venture in Indonesia to Strengthen the Professional Business in Asia

Shiseido has established a joint venture in Indonesia to strengthen the Professional business in Asia, in partnership with the Aura Beaute Group, current distributor for the Shiseido Professional brand in Indonesia. The new company was named PT Shiseido Professional Indonesia, and an ownership ratio of 65% and 35% was agreed upon, with Shiseido as the major holder.

## Background and objective

As part of the VISION 2020 medium-to-long-term strategy formulated in December 2014, Shiseido has restructured its brand businesses into four groups, namely, Prestige, Cosmetics, Personal Care and Professional, according to types of customer contact, with the aim of developing strong brands and implementing appropriate marketing plans. Existing individual brands are being repositioned under the new structure.

For the Professional business, Shiseido accelerates global activities with multi-brand, Shiseido Professional and Joico.

Indonesia has a large population that currently stands at 250 million, ranking it at the top among the ASEAN nations and fourth in the world. The population is expected to expand in the coming years, along with growing wealthy class, which will provide a promising market for the Professional business. The recent joint venture project represents an important step for the business to capture this growth opportunity through new operations scheme.

Shiseido Professional has started since December 2013 and is very popular among beauty salon owners now. We will step up our efforts to enhance the brand's prestigious image in the region through forging strong partnerships together with top beauty salons.



## About New Company

(1)	Name	PT Shiseido Professional Indonesia	
(2)	Place	EightyEight@Kasablanka Tower A	
		Lantai 28 Unit E, J1. Casablanca Kav. 88,	
		Kel. Menteng Dalam, Kec. Tebet Jakarta Selatan 12960	
(3)	Name and Title of	Ayako TOKUYAMA, President of Director	
	the Representative		
(4)	Business	Importing, marketing and trading Shiseido Professional products	
		in Indonesia	
(5)	Capital	Indonesian Rupiah 30,000,000,000	
(6)	Date of	June 26, 2015	
	Establishment		
(7)	Major Shareholders	Shiseido Co., Ltd.: 65%	
		PT Aura Beaute Indonesia: 35%	
(8)	Relationship with the Listed Company	Capital	Shiseido invests 65%
		Relationship	
		Human Resource	An employee of Shiseido Co., Ltd. is appointed
		Relationship	as President of Director of the JV company
		Transaction	Shiseido Co., Ltd. sells Shiseido Professional
		Relationship	products to the JV company

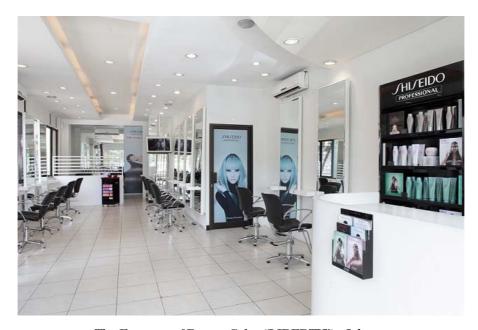
The effect of establishment of PT Shiseido Professional Indonesia on our consolidated earnings for the fiscal year ending December 31, 2015 is expected to be minor.

We expect Shiseido Professional Indonesia will contribute to the future expansion of our professional businesses in the Indonesian market.



The Entrance of Beauty Salon "PIETER LIM" in MEDAN

## **JHIJEIDO**



The Entrance of Beauty Salon "LIBERTY" in Jakarta

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